Washtenaw Community College Comprehensive Report

TRL 110 Internal and External Communications
Effective Term: Spring/Summer 2020

Course Cover

Division: Advanced Technologies and Public Service Careers
Department: United Association Department
Discipline: Trade Related Learning
Course Number: 110
Org Number: 28000
Full Course Title: Internal and External Communications
Transcript Title: Internal and External Comm
Is Consultation with other department(s) required: No
Publish in the Following:
Reason for Submission: New Course
Change Information:
Rationale: New Skill Trades course
Proposed Start Semester: Spring/Summer 2020
Course Description: In this course, students will analyze effective and efficient communication skills as they apply to workplace and classroom environments. Students will develop strategies to plan, prioritize, and complete tasks; make decisions; and communicate effectively. All students will create communications and a priority matrix that they can utilize at their local business facility and training center. Limited to approved union program participants.

Course Credit Hours

Variable hours: No
Credits: 1.5
The following Lecture Hour fields are not divisible by 15: Student Min ,Instructor Min
Lecture Hours: Instructor: 22.5 **Student:** 22.5
The following Lab fields are not divisible by 15: Student Min, Instructor Min
Lab: Instructor: 1.5 **Student:** 1.5
Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 24 **Student:** 24
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

Degree Attributes
Below College Level Pre-Reqs

Request Course Transfer
   Proposed For:

Student Learning Outcomes

1. Identify the barriers to effective communication that impact their messages.
   Assessment 1
   Assessment Tool: Checklist
   Assessment Date: Spring/Summer 2020
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: All
   How the assessment will be scored: Departmentally-developed checklist
   Standard of success to be used for this assessment: 80% of the students will score 80% or higher.
   Who will score and analyze the data: Course instructors

2. Identify and document all the internal communication channels within the local union and training center.
   Assessment 1
   Assessment Tool: Checklist
   Assessment Date: Spring/Summer 2020
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: All
   How the assessment will be scored: Departmentally-developed checklist
   Standard of success to be used for this assessment: 80% of the students will score 80% or higher.
   Who will score and analyze the data: Course instructor

3. Identify and document all the external communication channels related to the training program including the coordinator, instructors, students, and the Joint Apprenticeship Training Committee.
   Assessment 1
   Assessment Tool: Checklist
   Assessment Date: Spring/Summer 2020
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: All
   How the assessment will be scored: Departmentally-developed checklist
   Standard of success to be used for this assessment: 80% of the students will score 80% or higher.
   Who will score and analyze the data: Course instructors

4. Evaluate and analyze the job description and chain of command of all personnel at the student's local training center and local union hall.
   Assessment 1
   Assessment Tool: Outcome-related quiz
   Assessment Date: Spring/Summer 2020
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: All
   How the assessment will be scored: Departmentally-developed answer sheet

Standard of success to be used for this assessment: 80% of the students wills core 80% or higher.
Who will score and analyze the data: Course instructors

5. Create strategies to communicate effectively and prioritize communications based on relevance and importance to the effective operation of a training program.

Assessment 1

Assessment Tool: Essay test
Assessment Date: Spring/Summer 2020
Assessment Cycle: Every Three Years
Course section(s)/other population: All
Number students to be assessed: All
How the assessment will be scored: Departmentally-developed rubric
Standard of success to be used for this assessment: 80% of the students will score 80% or higher.
Who will score and analyze the data: Course instructor

Course Objectives

1. Identify the fundamentals of the communications process.
2. Review the factors that hinder effective communication.
3. List factors that foster effective communication.
4. Identify the fundamentals of organizational communication.
5. Analyze the roles of internal stakeholders and their potential influence in organizational communication.
6. Compare and contrast ways that students can engage with an internal stakeholder.
7. Identify the fundamentals of external communication.
8. Analyze the roles of external stakeholders and their potential influence in organizational communication.
9. Compare and contrast ways the students can engage with external stakeholders.
10. Identify the flow of communication within an organization through structural hierarchy.
11. Identify the role of self-awareness in communication and how it applies to organizational settings.
12. Define the role of self-management in communication.
13. Identify the importance of communication strategy in the workplace.
14. Identify tools that can help prioritize daily tasks and communications.
15. List the steps that create an effective communication plan.

New Resources for Course

Students will need laptop for instructional materials

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Computer workstations/lab

Reviewer	Action	Date
Faculty Preparer:		
Tony Esposito	*Faculty Preparer*	*Feb 28, 2020*
Department Chair/Area Director:		
Marilyn Donham	*Recommend Approval*	*Mar 03, 2020*

Dean:

Jimmie Baber   *Recommend Approval*   *Mar 10, 2020*

Curriculum Committee Chair:

Lisa Veasey   *Recommend Approval*   *Apr 23, 2020*

Assessment Committee Chair:

Shawn Deron   *Recommend Approval*   *Apr 28, 2020*

Vice President for Instruction:

Kimberly Hurns   *Approve*   *May 05, 2020*